

Flight Dates 10/22/12-10/29/12

Print Date 10/22/12

1 of 5

Order Sep

Estimate #

Alt Order #

Billing Type

Order Type

Billing Cycle

<u>Demographic</u>

00:15:00

Cash

Billing Calendar BROADCAST

GENERAL

EOM/EOC

A25-54

Oct 22-29, 2012

Product

Contract / Revision

556988

Oct 22-29, 2012

Original Date / Revision

10/22/12

Agency Com 15%

Billing Contact Suzanne Lorimer

Advertiser McCaskill/D/MO/US Senate

06/26/12

1580 Lincoln Street

Suite 510

Agency

Suite 670

Media Strategies & Research Denver, CO 80203

Sales Office L-KC

Sales Region LOC

Buying Contact

Agency Ref

Rev Codes

SP-POL CAN

POL

Product Codes PL1Bb

Priority

DEFAULT

Advertiser Ref

Primary Account Executive

11350 Random Hills Rd

Local WDAF House

Fairfax, VA 22030

Account Executive

Order%

Start Date End Date

Local WDAF House Jeannie Blau

100%

%

Order Share 20% Market Value 355500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	106650
KCWE	%	0
KMBC	30%	106650
KMCI	%	0
KPXE	%	0
KSHB	20%	71100
KSMO	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date			Net Amount G	Pross Amount
October 2012	105	\$54,187.50	\$63,750.00	0.00 10/01/12	10/28/12	105		\$63,750.00
November 2012	18	\$6,247.50	\$7,350.00	0.00 10/29/12	10/29/12	18	\$6,247.50	\$7,350.00
Totals	123	\$60,435.00	\$71,100.00	0.00				

							Total	
Ln Ch Start End	Inventory Code Bre	eak Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 1 4 10/23/12 10/29/12	M-F 5-530a CM M-F 5-530a	-All 5-530a	AAA MAD UMA MUU AMA AAA AAA	:30 0	\$200.003	0.00 NM	5	\$1,000.00
Start Date End Date Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	Weekdays Spots/We-1111	eek <u>Rate</u> 4 \$200.00 1 \$200.00	Rating 0.00 0.00					
N 2 4 10/23/12 10/29/12	M-F 530-6a CM M-F 530-6a	-All 530-6a	MARK SHAP AND HAR AND AND AND AND	:30 0	\$300.002	0.00 NM	5	\$1,500.00
Start Date End Date	Weekdays Spots/We	<u>eek Rate</u>	Rating			l		
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	-1111 1	4 \$300.00 1 \$300.00	0.00 0.00	V-1				
N 3 4 10/23/12 10/29/12	M-F 6-7a CM M-F 6-7a	-All 6-7a	***	:30 0	\$600.002	0.00 NM	10	\$6,000.00
Start Date End Date	Weekdays Spots/We	eek <u>Rate</u>	Rating					



Contract / Revision

556988

Flight Dates 10/22/12-10/29/12

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

<u>Order Sep</u> 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln C	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	lls Amount
13	4	10/23/1	2 10/29/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a		:30	0	\$600.002	0.00 NM	10	\$6,000.00
Wee		Start Date 0/22/12	End Date 10/28/12	Weekdays -2222	Spots/Week 8	<u>Rate</u> \$600.00	Rating 0.00						
		0/29/12	11/04/12	2	2	\$600.00	0.00						
1 4	4		2 10/29/12	M-F 7-9a M-F 7-9a	CM-AII			:30	0	\$375.003	0.00 NM	10	\$3,750.00
	k: 1	<u>Start Date</u> 0/22/12	End Date 10/28/12	Weekdays -2222	Spots/Week 8	<u>Rate</u> \$375.00	Rating 0.00						
······		0/29/12	11/04/12	2	2	\$375.00	0.00						
15	4	10/27/1	2 10/27/12	Sa 7-9a Sa 7-9a	CM-AII	Sa 7-9a	1-	:30	1	\$300.003	0.00 NM	1	\$300.00
		<u>itart Date</u> 0/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
16	4	10/28/1	2 10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	100, 100, 500 fee and	:30	0	\$300.002	0.00 NM	1	\$300.00
Wee		tart Date 0/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$300.00	<u>Rating</u> 0.00						
1 7	4	10/23/1	2 10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11-1	:30	3	\$200.003	0.00 NM	3	\$600.00
	k: 1	tart Date 0/22/12 0/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> -1-1 1	Spots/Week 2 1	<u>Rate</u> \$200.00 \$200.00	Rating 0.00 0.00						
8	4	10/23/1	2 10/29/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-1-1	:30	3	\$100.003	0.00 NM	3	\$300.00
	k: 1	<u>tart Date</u> 0/22/12 0/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> 1-1 1	Spots/Week 2 1	<u>Rate</u> \$100.00 \$100.00	Rating 0.00 0.00						
19	4	10/23/1	2 10/23/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	-1	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee		tart Date 0/22/12	End Date 10/28/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
10	4	10/25/1	2 10/25/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	1	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee	***************************************	<u>tart Date</u> 0/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
11	4	10/29/1	2 10/29/12	M-F 12p-1p M-F 12-1p	CM-Ail	12-1p	1	:30	1	\$200.003	0.00 NM	1	\$200.00
Wee	******	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
12	4	10/24/1	2 10/24/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	1	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee		tart Date 0/22/12	End Date 10/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$100.00	Rating 0:00						
13	4		2 10/25/12	M-F 2-3p M-F 2-3p	CM-AII		1	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee		<u>tart Date</u> 0/22/12	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00				V/-//A		
14	4		2 10/29/12	M-F 3-4p M-F 3-4p	CM-All			:30	0	\$100.003	0.00 NM	10	\$1,000.00
Wee		tart Date 0/22/12	End Date 10/28/12	Weekdays -2222	Spots/Week 8	<u>Rate</u> \$100.00	Rating 0.00						





556988 Flight Dates 10/22/12-10/29/12 **Hiatus Dates**

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

14 4	10/23/1	2 10/29/12	M-F 3-4p	CM-All	3-4p		- :30	0	\$100.003	0.00 NM	10	\$1,000.0
			M-F 3-4p									
	Start Date	End Date	<u>Weekdays</u> 2	Spots/Week	Rate	Rating						
	10/29/12	11/04/12		2		0.00	-00		0050.000		40	00.500.0
		2 10/29/12	M-F 4-5p	CM-All	,		- :30	0	\$250.003	0.00 NM	10	\$2,500.0
-	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/22/12 10/29/12	10/28/12 11/04/12	-2222 2	8 2	\$250.00 \$250.00	0.00 0.00				I		
16 4		2 10/29/12	M-F 5-6p M-F 5-6p	CM-All		~~~~	- :30	0	\$600.002	0.00 NM	9	\$5,400.0
;	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
-	10/22/12	10/28/12	-1222	7	\$600.00	0.00				1		
	10/29/12	11/04/12	2	2	\$600.00	0.00	***************************************					
17 4	10/23/1	2 10/29/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	Me the terrine and and the	- :30	0	\$900.002	0.00 NM	5	\$4,500.0
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	10/22/12	10/28/12	-1111 1	4	\$900.00	0.00						
	10/29/12	11/04/12		1	\$900.00	0.00						
18 4	10/27/1	2 10/27/12	Sa 5-6p	CM-AII	5-6p	1	- :30	1	\$250.002	0.00 NM	1	\$250.1
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
	10/22/12	10/28/12	1-	1 Ctard	\$250.00	0.00	\A(==[]=	1	and Date	Di		
pot :	Ch Date Ra 4 10/22/12	119 <u>e</u> 2-10/28/12 S	escription a 5-6n	<u>5.an</u> 5-6p	/End Time		Weekdays	<u>Len</u>	30 (\$250.00)	Rtg Type		
	See MG 18.		a 0 0,0	0 05			Ju		.00 (0200.00)	0.00 /4///		
	[Program Cl	nange]								1		
2	4 10/22/12	2-10/28/12 S	u 5-6p	5-6p			Si	ı	:30 \$250.00	0.00 NM		
⊕ i	MG for 18.1	10/27								İ		
19 4	10/23/1	2 10/29/12	M-F 630-7p M-F 630-7p	CM-AII	630-7p		- :30	0	\$2,200.002	0.00 NM	5	\$11,000.0
5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
	10/22/12	10/28/12	-1111		\$2,200.00	0.00						
pot 2	Ch Date Ra	nge 2-10/28/12 M	escription	<u>Stan</u> 630-	/End Time		Weekdays -TwThF	Len	<u>gtn Kate</u> :30 (\$2,200.00)	Rtg Type		
	See MG 19.		1-1 030-1p	030-	ιħ		- 1441111		.30 (42,200.00)	0.00 10101		
		, season bas	eba#]							ł		
3	4 10/22/12	2-10/28/12 M	I-F 630-7p	630-	7p		-TWThF	٠.	:30 (\$2,200.00)	0.00 NM		
	See MG 19.	6										
_	-	season bas	•									
6		2-10/23/12 M	-F 630-7p	630-	7p		-T	•	30 \$2,200.00	0.00 NM		
-	MG for 19.3											
7		:-10/26/12 M	-F 630-7p	630-	7p			•	30 \$2,200.00	0.00 NM		
-	MG for 19.2		1									
	10/29/12 Ch Date Ra	11/04/12	1 escription		\$2,200.00 End Time	0.00	Weekdays	Len	nth Data	Pta Tuno		
5		?-11/04/12 M		630-			M		30(\$2,200.00)	Rtg Type		
	See MG 19.				r				(wm, =-00,00)	3.00 / 10/0/		
	WORLD SE											
8	4 10/26/12	-10/26/12 M	-F 630-7p	630-	7p		F	. :	30 \$2,200.00	0.00 NM		
0			•									





556988 Flight Dates 10/22/12-10/29/12 Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

<u>Order Sep</u> 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

1 01	b 01-4	. ,		n ,	0					Tota	
Ln Cl	h Start	End	Inventory Code Tuesday Prime A		Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
Week <u>Spot</u> 1	See MG 22	2-10/28/12 T .2,22.3	FOX Prime Tueso Weekdays -1 lescription fuesday Prime A XFACTOR NOW A	Spots/Week 1 Star 7p-8		Rating 0.00 GET SPOTS R	-T	:30 (\$1,800.00)	Rtg Type 0.00 NM	: :	
N 22	4 10/23/1	2 10/23/12	Tuesday Prime B FOX Prime Tuesd		8p-9p	-1	:30	1 \$2,000.003	0.00 NM	2	\$3,800.00
Week <u>Spot</u> 1	See MG 22	2-10/28/12 T .2,22.3	Weekdays -1 escription uesday Prime B	Spots/Week 1 Star 8p-9		Rating 0.00	-T	:30 (\$2,000.00)	<u>Rta Type</u> 0.00 <i>NM</i>		
2 (19)	4 10/23/12 See MG 22	2-10/23/12 X .4,22.5	XFACTOR NOW A Factor Tuesday -930P OTO 10/23	657	o-931p	(8:00 PM-8:30	<i>P</i> -T	*	0.00 <i>NM</i>		
3 ⊕	4 10/23/12 See MG 22.	2-10/23/12 X .4,22.5	Factor Tuesday -930P OTO 10/23	657 _F	o-931p	(7:00 PM-8:00	P-T	:30 (\$1,800.00)	0.00 <i>NM</i>	:	
-	4 10/23/12 MG for 22.3	2-10/23/12 T 1,22.2	uesday Prime A	7p-8	p		-T	.00 W1,000.00			
5 19	4 10/23/12 MG for 22.3		Factor Tuesday	657p	o-931p	(8:30 PM-9:30	P-T	:30 \$2,000.00	0.00 NM		
N23 4	4 10/26/1	2 10/26/12	Friday Prime A FOX Prime Friday	CM-AII 7-8p	7p-8p	1	:30	1 \$1,000.002	0.00 NM	1	\$1,000.00
Week	Start Date :: 10/22/12	End Date 10/28/12	<u>Weekdaγs</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
N 24	4 10/26/1	2 10/26/12	Friday Prime B FOX Prime Friday	CM-All y 8-9p	8p-9p	1	:30	1 \$800.003	0.00 NM	1	\$800.00
Week	Start Date :: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
N 25	4 10/23/1	2 10/29/12	M-F 9-10p M-F 9-10p	CM-AII	9-10p		:30	0 \$1,200.002	0.00 NM	5	\$6,000.00
	Start Date :: 10/22/12 :: 10/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> -1111 1		Rate \$1,200.00 \$1,200.00	<u>Rating</u> 0.00 0.00					
N 26	4 10/23/1	2 10/26/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-11-1-	:30	3 \$1,200.003	0.00 NM	3	\$3,600.00
Week	Start Date :: 10/22/12	End Date 10/28/12	<u>Weekdays</u> -11-1	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00					
N27 4	4 10/23/1	2 10/29/12	M-F 1030-1102p M-F 1030-1102p		1030-1102	o 11111-	:30	5 \$400.003	0.00 NM	5	\$2,000.00
Week	Start Date : 10/22/12 : 10/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> -1111 1	Spots/Week 4 1	Rate \$400.00 \$400.00	Rating 0.00 0.00					
N28 4	4 10/28/1	2 10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	Alph Web Web where when we	-1 :30	1 \$1,200.003	0.00 NM	1	\$1,200.00
Week	<u>Start Date</u> : 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00	*****				

WDAF-TV

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Flight Dates 10/22/12-10/29/12 556988

Hiatus Dates

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Contract / Revision

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln (Ch_	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
129	4	10/28/1	2 10/28/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	1	:30	1	\$400.003	0.00 NM	1	\$400.00
Wee		<u>rt Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
130	4	10/24/1	2 10/24/12	World Series World Series on		7p-CC	1	:30	1	\$2,300.002	0.00 NM	1	\$2,300.00
Wee		<u>rt Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$2,300.00	Rating 0.00						
131	4	10/25/1	2 10/25/12	World Series World Series on I		7p-CC	1	:30	1	\$2,300.002	0.00 NM	1	\$2,300.00
Wee		rt <u>Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$2,300.00	Rating 0.00						
132	4	10/22/1	2 10/26/12	M-F 5-530a M-F 5-530a	·····	5-530a	11111	:30	5	\$200.003	0.00 NM	5	\$1,000.00
Wee		rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> 11111	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
133	4	10/22/1	2 10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	1-1-1	:30	3	\$300.002	0.00 NM	3	\$900.00
Wee	***************************************	rt <u>Date</u> 22/12	End Date 10/28/12	Weekdays 1-1-1	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
34	4	10/22/1	2 10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1	:30	1	\$200.003	0.00 NM	1	\$200.00
Wee		rt Date 22/12	End Date 10/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
35	4		2 10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	1	:30	1	\$100.003	0.00 NM	1	\$100.00
Wee	•	rt <u>Date</u> 22/12	End Date 10/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
36	4		2 10/26/12	M-F 5-6p M-F 5-6p	CM-All		-11	:30	2	\$600.002	0.00 NM	2	\$1,200.00
Wee	***************************************	rt Date 22/12	End Date 10/28/12	Weekdays -11	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
37	4	10/22/1	2 10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1	:30	1	\$900.002	0.00 NM	1	\$900.00
Wee		<u>rt Date</u> 22/12	End Date 10/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
38	4		2 10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	1	:30	1	\$800.003	0.00 NM	1	\$800.00
Wee		rt <u>Date</u> 22/12	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
39	4		2 10/25/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11-1	:30	3	\$400.003	0.00 NM	3	\$1,200.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee 40	k: 10/ 4	22/12 10/24/1	10/28/12 2 10/25/12	11-1 M-F 10-1030p M-F 10-1030p	CM-AII	\$400.00 10-1030p	0.00	:30	2	\$1,200.003	0.00 NM	2	\$2,400.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				27		
Wee	k: 10/	22/12	10/28/12	11	2	\$1,200.00	0.00						



AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDID	ATE	☐ STATE	LOCAL CA	NDIDATE
To Avail Themselv Window, Federal Ca				
Station and Location:			Da te:	
WDAF-TV Kansas Ci	ty		1	0/18/2012
I, Media Strategies and Rese	arch			
being on behalf of: Claire McC	Caskill			, a legally
qualified candidate of theDemo	ocratic	********		political
party for the office of: U.S.	Senate			
in the Gene	ral			
election to be held on:Tues	day, November 06, 2	2012		
do hereby request station time as	follows:			
Broadcast Time of Day, Length Rotation or Package	Days	Class	Times per Week	Number of Weeks
	SEE ATTACHI	ED SCHEDULE	.	
Date of First Broad	lcast:	Date	e of Last Broad	lcast:
Monday, October 22	2, 2012	Sund	ay, October 28	3, 2012
Total Charges: \$7,900.	00			

MANAGARI ANTI ANTI ANTI ANTI ANTI ANTI ANTI ANT		
represent that the payment for t	the above described broadcast time has beer	furnished by:
	McCaskill for Missouri 2012	
A ron are southerized to concern	ice the time as paid for by such person or en	#####
represent that this person or ent	ity is either a legally qualified candidate or :	
mmittee/organization of the leg	gally qualified candidate.	
he name of the treasurer of the	candidate's authorized committee is:	
	Michelle Sherod	
his station has disclosed to me i	ts political advertising policies, including:	applicable classes and rates:
	her sales practices (not applicable to federal	
THIS STATION DOES NOT I	DISCRIMINATE OR PERMIT DISCRIM	INATION ON THE BASIS
OF RACE OR ETHNICITY IN	THE PLACMENT OF ADVERTISING.	
		The same of the sa
To Be Signed By	' Candidate or Authorized C	
-	Candidate or Authorized C Alma X. William	
-	,	
Thursday, October 18, 2012 Aud withoutside protections resources translation formation for formation formation for formation	Alrea XI VIII en Signature Signature	у
Thursday, October 18, 2012 **********************************	Alrea XI VIII en	у
Thursday, October 18, 2012 Policy Control of the C	Signature Signature The second state of the	
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